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# PRESS RELEASE

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## Made by ŠKODA Design: Trophy for the MVP of the 2022 IIHF Ice Hockey World Championship

- › Finn Juho Olkinuora awarded as the Most Valuable Player of the tournament in Tampere
- › ŠKODA Design has been creating crystal trophies for the event since 2018
- › Czech car manufacturer has been closely involved in the Ice Hockey World Championship since 1992

**Mladá Boleslav, 30 May 2022 – Finland has won the 86<sup>th</sup> IIHF Men's Ice Hockey World Championship. In the Finnish city of Tampere, Finland won 4:3 against Canada in a sensational match. The Czech national team placed third and took home bronze medals for the first time in ten years. Finn Juho Olkinuora was delighted to receive the MVP award as the best player in the tournament. After the final, ŠKODA AUTO Board Member for People & Culture, Maren Gräf presented him with the trophy, made of Bohemian crystal and crafted by ŠKODA Design.**

It was an exhilarating conclusion to a thrilling tournament that was finally held in front of fans in the stands again from 13 to 29 May: the home team defeated Canada 4:3 in the Finnish city of Tampere to clinch the 86<sup>th</sup> Men's Ice Hockey World Championship. The Czech national team placed third and took home bronze medals for the first time in ten years.

The Finns had the best player of the tournament in their ranks with Juho Olkinuora. After the final, he received the crystal trophy created by ŠKODA Design for the Most Valuable Player of the tournament from ŠKODA AUTO Board Member for People & Culture, Maren Gräf. Peter Olah, Head of Interior Design at ŠKODA AUTO, was inspired by skate marks on the ice for the design and cut of the trophy. The sculpture combines the balanced proportions, striking lines and emotive design language of the current ŠKODA models with the dynamism and energy of ice hockey. The 35-centimetre tall, 22-centimetre wide and five-kilogram trophy was blown into a mould before being elaborately cut.

As the main sponsor of the event, ŠKODA AUTO once again provided the organisers of the World Championship with a fleet of 45 vehicles, including 15 all-electric ENYAQ COUPÉ RS iVs. The tournament organisers were also shuttled in 30 SUPERB iVs and KODIAQs.

In addition, ŠKODA was the exclusive partner of the IIHF app for this world championship. It provided ice hockey fans with important information about the tournament, including scores, statistics and a live ticker with goal alerts.

ŠKODA AUTO has been involved in international ice hockey for 30 years now as a sponsor of the world championship. ŠKODA AUTO first joined the IIHF Ice Hockey World Championship as a mobility partner in 1992 and became the tournament's official main sponsor just one year later. In 2017, the partnership between the car manufacturer and the IIHF Ice Hockey World Championship was recognised as a Guinness World Record for the longest main sponsorship in the history of sports world championships.



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## Media images:



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As the best player of the tournament, Juho Olkinuora received the MVP trophy from ŠKODA AUTO Board Member for People & Culture, Maren Gräf, following the final in Tampere.

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Source: ŠKODA AUTO



### Made by ŠKODA Design: Trophy for the MVP of the 2022 IIHF Ice Hockey World Championship

ŠKODA Design again created the trophy for the best player of the tournament this year. The trophy features balanced proportions and distinctive lines.

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Source: ŠKODA AUTO



### Made by ŠKODA Design: Trophy for the MVP of the 2022 IIHF Ice Hockey World Championship

In designing the trophy, Peter Olah, Head of Interior Design at ŠKODA AUTO, was inspired by skate marks on the ice.

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Source: ŠKODA AUTO



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## ŠKODA AUTO

- › is successfully steering through the new decade with the NEXT LEVEL – ŠKODA STRATEGY 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › is emerging as the leading European brand in important growth markets such as India or North Africa.
- › currently offers its customers twelve passenger-car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV, ENYAQ COUPÉ iV, SLAVIA and KUSHAQ.
- › delivered over 870,000 vehicles to customers around the world in 2021.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; has additional production capacity in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs 45,000 people globally and is active in over 100 markets.